



Marketing and Distribution

The Anthem Press publishing programme is supported by worldwide sales and marketing, incorporating the best of digital and print promotion.

Worldwide representation

Our global network of sales reps and agents will ensure that your book is as widely promoted as possible. Their activities include selling your book directly to bookshops, wholesalers and library suppliers and promoting it through local catalogue and mailings.

Catalogues

Your book will feature in our catalogues, which go to academics, booksellers, libraries and individuals and to our reps and agents globally.

Flyers, leaflets and advertising

We carry out specific campaigns for certain series and areas of interest. We are happy to produce flyers to help you promote your book to friends and colleagues, or at conferences.

Review copies

Building on recommendations from your Marketing Questionnaire, we will send review copies to a targeted list of potential reviewers. We will forward any published reviews to you as we receive them.

Textbooks

For books with adoption potential we research current courses and offer inspection copies to course leaders. We appreciate your input on colleagues teaching appropriate courses.

Conferences and trade fairs

We attend a variety of conferences where we display and sell appropriate books. We may also arrange for leaflets or catalogues to be inserted in delegate packs. Anthem Press has a presence at a number of world publishing fairs, including stands at the London and Frankfurt book fairs.

E-marketing

We will promote your book on our own website, as well as via our local agent websites. Email marketing may include selected announcements to news groups and targeted announcements to Anthem customers.

Online retailers

All of our books are made available through the major internet booksellers, including Amazon.co.uk, Amazon.com, and Barnes & Noble. The majority of our books are also submitted for Amazon Search Inside and Google Book Search on publication.

Bibliographic data

Anthem Press is committed to the highest standards in bibliographic data. We submit our data electronically to the major data aggregators (including Nielsen Bookdata and Bowker).